Investments

Why losing less **matters more than you think**

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Let's face it. Markets can be unpredictable. One day they're up, the next they're down. And while it's great to ride the highs, the real challenge is making sure you don't lose too much during the lows.

That's where downside protection comes in, and it's something we take seriously at Alexforbes Investments.

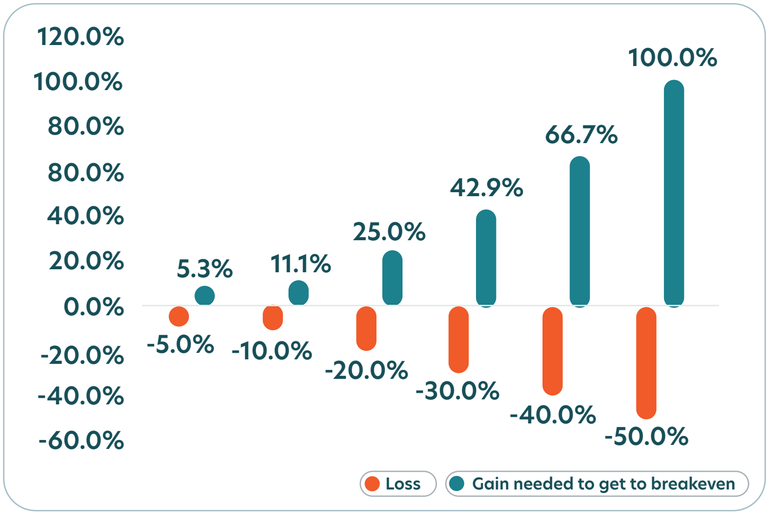
While no one can control the ups and downs of the market, we can control how prepared we are for them. The key is finding the right balance:

- Cushion the blow when markets fall
- Take advantage of growth when markets rise

Limiting losses and making sure you're in a good position to benefit when they rise again is what drives long-term investment success. In fact, the surest way to achieve meaningful investment outcomes is not by chasing extraordinary gains, but by avoiding extraordinary losses.

Recovering from a big loss takes more than just time. It takes serious returns.

Imagine you've invested R100, and the market drops by 10%. You're now sitting on R90. To get back to your original R100, your investment would need to grow by 11%. A 20% loss means you need 25% to recover. But a 50% loss? That requires a 100% return just to break even. That's a steep hill to climb.



That's the danger of big losses. They don't just set you back, they make the path to recovery steeper, longer, and more uncertain.

So, what's the best way to deal with big losses? Try to avoid them in the first place. That's where our investment approach comes in.

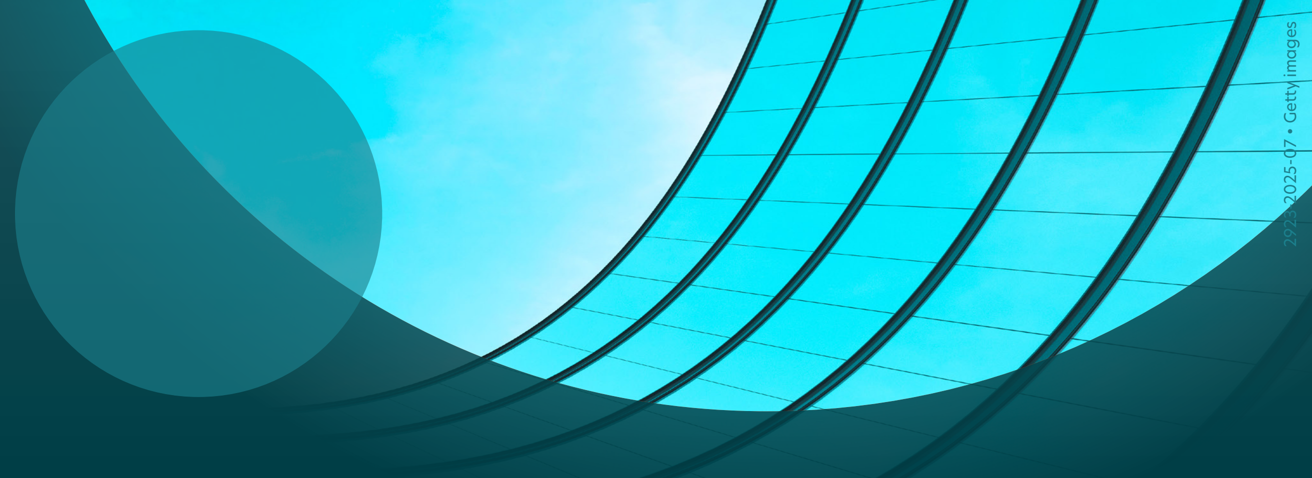
Diversification done right

We don't believe in betting on one asset manager to get it right all the time. No one can. Instead, we use a multi-managed approach: combining some of the best asset managers with different strengths, styles, and strategies into your investment portfolio.

We also don't just spread your savings and investments across asset managers. We also diversify across asset classes (think shares, bonds, property, and more) and investment styles (growth, value, defensive, etc.). That means your money isn't relying on one manager, one market, or one strategy to perform.

The result? You get balance.

Our diversification is intentional. We call it purposeful diversification, and it's our deliberate way of helping reduce the size of any setbacks, so your money doesn't have to work twice as hard to get back on track.



At Alexforbes, we believe the best way to grow your money over time is by protecting it when markets fall and making the most of it when markets rise.

It's not about big wins. It's about avoiding big setbacks that slow you down. The fewer steep hills you have to climb, the easier it is to stay on track and reach meaningful investment outcomes. When markets fall, you want a portfolio that cushions the blow. When markets rise, you want one that's ready to take advantage.

With us, you get both. That's not just a portfolio, it's a solution designed to give you balance and keep you on course for the investment outcomes that matter.

With Alexforbes, no matter your investment destination, you're in the right place.

Invest with Alexforbes

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